

Value of Proactive Contingency Planning

Contingency Planning **Protects** The Entirety of Your Enterprise

- ◆ Did you know: Less than 6% of all businesses will survive a major business interruption event?
- ◆ Did you know: A Business Impact Analysis, Disaster Recovery and Business Continuity Plan will protect your operational integrity?
- ◆ Did you know: A viable action plan will protect valued assets such as employees, share holders, investors, board members, clients and vendors?

Contingency Planning Will **Reduce** Liability and Cost of Operations

- ◆ Did you know: Aligning key processes and procedures with business deliverables can reduce cost to operations?
- ◆ Did you know: Identifying vital/critical services, products and processes then testing their recovery capability will reduce liabilities?

Contingency Planning Will **Improve** Status, Earnings, and Revenue

- ◆ Did you know: Having a plan will assist in continued new revenue?
- ◆ Did you know: Having a plan adds benefit when selling existing and/or expansion services or products? Your plan will:
 - ⇒ Attract new business clients
 - ⇒ Assure and secure investor , client and employee confidence
 - ⇒ Secure easier transition in additional offerings, acquisitions, & expansion

Contingency Planning Will **Save** Enterprises From Costly Business Mistakes

- ◆ Did you know: Your plan will save you money and keep you from bankruptcy during and post a business interruption event?
- ◆ Did you know: You have less than a 20% chance of success when creating your own plan without 3rd party assistance?
- ◆ Did you know: An effective action plan will save you money on storage fees, recoverability and information management?

Contingency Planning Will **Make** Enterprises Successful

- ◆ Did you know: People expect to do business with enterprises that can prove pro-active and not re-active capabilities?
- ◆ Did you know: You can leverage your action plan and differentiate your business amongst the competition?